1. Introduction 1

SECTION A
MEDIA IN TRANSITION

2. Broadcast Culture Meets Role-Playing Culture Consequences for Audience Participation in a Cross-media Production 17
Marie Denward

3. Reject Now, Accept in the Future?
A study of innovation resistance to websites and blogs 34
Yah-Huei Hong

4. Financialization of US Media System: Links and Dependencies 46
Nuria Almiron

5. Global Warming on Second Life: The Public Sphere and Free Discussion in Collaborative Virtual Environments 65
Yuval Karniel, Amit Lavie Dinur, and Doron Friedman

6. Emergence of Supplement Journalism in India: A Critique 78
Pooja Rana

SECTION B
MEDIA AND THE KNOWLEDGE SOCIETY

7. WIPO Development Agenda Forum and its Prospects 95
Sara Bannerman

8. Knowledge Society as Pathway to Sustainable Development in the Arab World: An Islamic Cultural Perspective 102
Muhammad Ayish

9. Emerging Patterns in the Era of E-governance: A Study of Users of 'Swedish Public Employment Service' on Internet 114
Ernesto Abalo, Martin Danielsson, Håkan Johansson, and Tobias Olsson

10. Digital Divide in Contemporary Brazilian Society 126
Denize Correa Araujo

11. WSIS, Turkey and Information Society 135
Babacan Taşdemir and Funda Başaran Özdemir

SECTION C
MEDIA AND DEVELOPMENT

12. Opening up the Black Box of Participation: A Reception Study of Mediated Participatory Practices 155
Nico Carpentier

13. Encapsulating a Freirean Logic of Empowerment
Examining the Sonagachi Project, a community-oriented peer outreach initiative among sex workers in Calcutta, India 174
Satarupa Dasgupta

14. Internet and Political Communication Dynamics in India 186
Navneet Anand

15. Women Empowerment and Poverty Reduction in Bangladesh
A Study of the Village Pay Phone Program 199
Linda Hultberg

16. Possibility of Applying Universal Service Policy Principle on Mobile Phone Service in the case of South Korea 212
Hyunwoo Lee

SECTION D
MEDIA & THE NEGOTIATION OF IDENTITY

17. Being Cultural Citizen: Role of Media 227
Shan-Shan Li

18. Virtual Diasporas
Notion of 'Home' and Identity Formation in Cyberspace 238
Elitsa Ivanova

19. Identities and Media of Brazilian Diaspora 251
Fernando Kuhn

20. New Media and Oromo Diaspora
Quest for Democracy and Self-determination 261
Habtamu Dugo

21. New Media and the Redemption of the Other 278
Ravi K Dhar

SECTION E
MEDIA AND THE QUEST FOR TRUTH

22. Labourers of the Real "Authenticity Work" in Reality Television 295
Minna Aslama and Mervi Pantti

23. Super Girl and the Expediency of Hybridity 309
Robert Moses Peaslee, Shu-Ling Chen Berggreen and Sunyoung Kwak

24. Anime in Asia: Why not Japanese?
Rethinking the Local-Global Cultural Nexus 322
Umi Khattab and Gin Chee Tong